

All Local Contractors California Statewide
Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided	
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Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	145	100%	148	100%	147	100%
CHANNELS						
Colleges and Universities	42	29%	47	32%	45	30%
Community Based Organizations	82	57%	90	61%	86	59%
Community Clinic Organizations	42	29%	44	30%	43	29%
Faith/Church Sites	58	40%	62	42%	60	41%
Farmers' Markets	48	33%	53	36%	51	34%
Food Closets	49	34%	63	43%	56	38%
Grocery Stores	41	28%	46	31%	44	30%
Healthcare Facilities	43	30%	49	33%	46	31%
Healthy/Head Start	32	22%	32	22%	32	22%
Internet	63	43%	60	41%	62	42%
Parks, Recreation Centers	67	46%	68	46%	68	46%
Preschools	89	61%	109	74%	99	68%
Print Media	56	39%	66	45%	61	42%
Public Health Department	97	67%	110	74%	104	71%
Radio	61	42%	68	46%	65	44%
Restaurants	58	40%	58	39%	58	40%
Schools	45	31%	52	35%	49	33%
Senior Centers	12	8%	8	5%	10	7%
Soup Kitchens	48	33%	53	36%	51	34%
Television	27	19%	30	20%	29	19%
Tribal Organizations	19	13%	22	15%	21	14%
WIC Sites	40	28%	43	29%	42	28%
Worksites	16	11%	15	10%	16	11%
Other	48	33%	47	32%	48	32%
Other	38	26%	40	27%	39	27%
LOCAL TOTALS						

All Local Contractors California Statewide
Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

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Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
TV						
# Agencies that submitted media alerts or tip sheets to TV	21	n/c	4	n/c	25	n/c
# Media alerts or tip sheets submitted	0	n/c	36	n/c	36	n/c
# Agencies that submitted press releases	32	n/c	32	n/c	64	n/c
# press releases submitted	321	n/c	248	n/c	569	n/c
TV stories aired from releases	28	n/c	41	n/c	69	n/c
Total TV interviews conducted	59	n/c	66	n/c	125	n/c
TV stories from interviews	51	n/c	49	n/c	100	n/c
Total number of TV inputs	512	n/c	476	n/c	988	n/c
Radio						
# Agencies that submitted media alerts or tip sheets to radio	21	n/c	28	n/c	49	n/c
# Media alerts or tip sheets submitted	118	n/c	177	n/c	295	n/c
# Agencies that submitted press releases	30	n/c	27	n/c	57	n/c
# Press releases submitted to radio	239	n/c	211	n/c	450	n/c
Radio Stories from releases	41	n/c	85	n/c	126	n/c
Total # radio interviews conducted	59	n/c	77	n/c	136	n/c
Total # radio interviews aired	47	n/c	55	n/c	102	n/c
Total number of radio inputs	555	n/c	660	n/c	1,215	n/c
Print						
# Agencies that submitted media alerts or tip sheets to newspaper	36	n/c	40	n/c	76	n/c
# Media alerts or tip sheets submitted	9,934	n/c	3,047	n/c	12,981	n/c
# Agencies that submitted press releases	48	n/c	56	n/c	104	n/c
# Press releases submitted to print	71,634	n/c	90,794	n/c	162,428	n/c
Total print stories printed	142	n/c	179	n/c	321	n/c
Interviews with print outlets	130	n/c	124	n/c	254	n/c
Print Stories from interviews	101	n/c	115	n/c	216	n/c
Total number of print inputs	82,025	n/c	94,355	n/c	176,380	n/c
LOCAL TOTALS	83,092	n/c	95,491	n/c	178,583	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

All Local Contractors California Statewide
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
# Feature Articles Submitted	152	n/c	186	n/c	338	n/c
Total Feature Stories Run	152	n/c	187	n/c	339	n/c
# Letters to Editor Submitted	46	n/c	22	n/c	68	n/c
Total Letters to the Editor Run	32	n/c	16	n/c	48	n/c
Total Editorial Board Meetings Attended	7	n/c	0	n/c	7	n/c
LOCAL TOTALS	389	n/c	411	n/c	800	n/c

n/c = not collected

Consumer Impressions may be duplicated counts

All Local Contractors California Statewide
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

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All Local Contractors California Statewide
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
Other Special Events						
# organized sports events	89	20,453	169	44,023	258	64,476
# health fairs/festivals	576	379,347	707	711,814	1,283	1,091,161
# community forums	86	9,690	70	3,746	156	13,436
# federal food assistance	466	117,691	634	126,377	1,100	244,068
# swap meets	1	300	2	1,150	3	1,450
# open houses/back to school	101	33,860	455	149,148	556	183,008
# speeches, conferences	154	21,492	128	3,616,369	282	3,637,861
# radio remotes	9	20,920	11	43,679	20	64,599
# of other events	752	1,161,147	1,085	565,393	1,837	1,726,540
Total Special Events	2,234	1,764,900	3,261	5,261,699	5,495	7,026,599
LOCAL TOTALS	2,669	1,965,274	4,418	5,595,607	7,087	7,560,881
Consumer Impressions may be duplicated counts						

All Local Contractors California Statewide
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
LOCAL CONTRACTS	145		148			
Classes and Trainings						
# nut ed classes conducted	33,497	1,558,654	33,557	13,339,494	67,054	14,898,148
# provider training classes	1,795	36,445	1,173	32,285	2,968	68,730
# pa-nut class	12,324	261,871	3,251	109,048	15,575	370,919
# "other" classes	4,808	362,597	25,732	297,856	30,540	660,453
Total Classes and Trainings	52,424	2,219,567	63,713	13,778,683	116,137	15,998,250

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

All Local Contractors California Statewide
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

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All Local Contractors California Statewide
Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

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All Local Contractors California Statewide
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	145	100%	148	100%	147	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	6	4%	9	6%	8	5%
Passed regulations that decreased or eliminated soda	27	19%	32	22%	30	20%
Policy changes related to Food Security	40	28%	43	29%	42	28%
Ratified rules about serving healthier foods at events	24	17%	26	18%	25	17%
Ratified rules to promote physical activity	22	15%	22	15%	22	15%
Worked towards creating laws that banned sponsorship from competitive foods	45	31%	46	31%	46	31%
Worked towards or responded to policies about food stamps, food security to food banks	103	71%	111	75%	107	73%
Worked with groups for policy agenda	57	39%	50	34%	54	37%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	15	10%	25	17%	20	14%
Other environmental changes	15	10%	24	16%	20	13%
LOCAL TOTALS						

All Local Contractors California Statewide
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	145	100%	148	100%	147	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	20	14%	31	21%	26	17%
Developed partnerships to work towards environmental change	15	10%	19	13%	17	12%
Developed, maintained school or community garden	5	3%	9	6%	7	5%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	8	6%	14	9%	11	7%
Improved food choices at functions	19	13%	30	20%	25	17%
Improved food choices in cafeteria	6	4%	16	11%	11	7%
Increased daily nutrition announcements	14	10%	24	16%	19	13%
Increased lighting, paths, times to promote biking and walking	4	3%	6	4%	5	3%
Initiated/Implemented salad bar program	1	1%	5	3%	3	2%
Limited access to high fat milk products	8	6%	15	10%	12	8%
Limited access to junk food	11	8%	21	14%	16	11%
Limited access to soda	10	7%	23	16%	17	11%
Made healthy snack carts available	9	6%	13	9%	11	7%
Replaced vending machine choices with healthier foods	6	4%	10	7%	8	5%
Worked to improve transportation from markets	6	4%	6	4%	6	4%

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Policy, Systems & Environment changes continue on the next page.